



G-Cloud 15 Service Definition

Accenture Insights Platform (AIP+)

Jan 2026

 **accenture**

Contents

- 1.0 Scope of our services 1
- 2.0 Approach..... 3
- 3.0 Assets & Tools 4
- Expected Outcomes..... 6
- 4.0 Pricing 7
- 5.0 Contacts..... 8
- 6.0 About Accenture..... 9

1.0 Scope of our services

With over 20 years of experience Accenture Applied Intelligence has the insight-driven capabilities and proven industry experience to deliver management consulting and technology services related to the application of advanced Analytics and Artificial Intelligence. Our capabilities include a global network of 36,000 digital professionals including 6000 deep AI experts and 3000 data scientists: a global network of more than 20 analytics innovation centres fuelling innovation and supporting delivery, and a technology-agnostic portfolio of over 100 alliance partners from established players through to emerging niche vendors, with delivery on premise or on the cloud.

Traditionally, in order to tackle these obstacles clients have needed to buy services and technologies “a la carte” from cloud service providers (CSPs), and then stitch together the infrastructure, security components, tools and services to build a comprehensive solution and manage the environment. But keeping up with a sprawl of services and solutions, and managing complex integrations, is a daunting task for even for the most sophisticated organisations. With so many options and different paths to take on the AI journey, it’s difficult for clients to navigate how to get there in the fastest, and most cost-effective, way. This is where AIP+ steps in.

Accenture Insights Platform+ (AIP+)

The Accenture Insights Platform+ (AIP+) stitches together your virtual and on-premise infrastructure, tools and services, while simultaneously augmenting solutions with Accenture’s differentiated IP in the process to provide a comprehensive and scalable analytics solution that allows organisations to manage data and quickly deliver actionable insights that drive business outcomes.

In addition to offering this easy-to-use system of components and capabilities via a flexible, as-a-service engagement model, AIP+ paves a path for clients to scale, leveraging pre-built, end-to-end solutions designed to solve for common needs in industries, functions or business processes and capabilities. Think of solutions like Applied Customer Engagement+, Applied Risk+, Applied Supply Chain+, etc. These Applied Intelligence Solutions allow our clients to access and quickly implement solutions that generate value and accelerate speed-to-outcomes across functions and industries.

Accenture Insights Platform Services

Our analytics services include:

- Working with clients using standardised methods and tools to assess the current level of an organisation’s analytics maturity and develop strategies for becoming a data driven organisation
- Applying standardised methods and tools to assess the potential business value, in monetary terms, that applying analytics could deliver
- Support in the design, and implementation of solutions to manage and store data and the construction of advanced analytics data stores. This can include using our design agencies to deliver more custom user experiences
- Developing advanced analytical and artificial intelligence models – such as predictive modelling, social network analysis, and machine learning optimisation algorithms, to deliver business results and draw on access to over 400 Patents and patents pending for data and analytics-related content
- Supporting and embedding the usage of analytics through change and process management consultancy skills to ensure value is realised by the business
- Applying techniques of Artificial Intelligence to analytics; video, voice, text analytics; machine learning algorithms, data to support chatbots and virtual assistants and robotics

- We also work with clients to use AIP as a platform for more custom analytic packages for example more security focussed tools to complement the existing tools that come with AIP+

In addition to these service Accenture have developed analytic solutions specifically tailored to key areas in Health and Public Sector that allow clients to reduce costs, fight fraud and non-compliance, increase efficiency and personalise customer interaction. Many of these are available on the AIP+ platform as apps that can be used directly by front line staff.

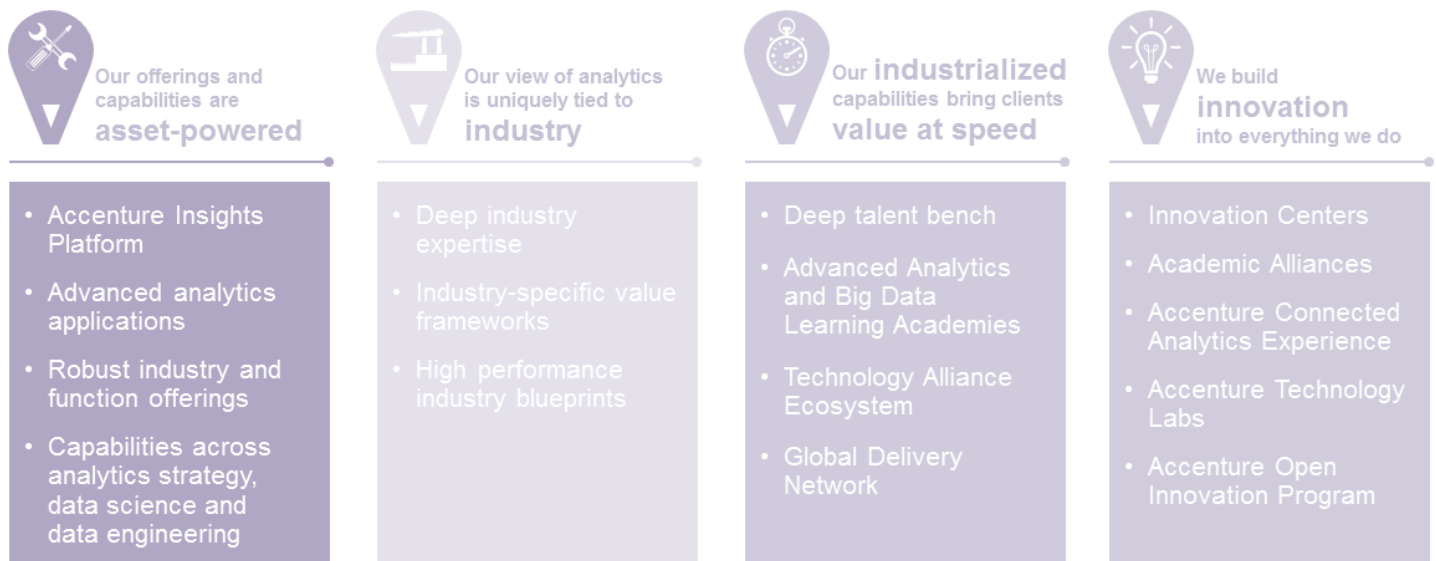


Figure 1: AIP+ Platform

2.0 Approach

Many organisations and service providers focus on extracting relevant data and applying methods and algorithms to derive insights; however many also stumble when it comes to then embedding these into their business operations.

Accenture believe in a holistic approach by looking at the entire value chain of analytics, extending the scope beyond methods and algorithms to include driving to outcomes and the true value from analytics.

Value = Insight x Integration

Our approach is focused on maximising the Insight we can generate as well as optimising its Integration into the associated business processes. This approach requires a combination of:

- Ability to understand, sift and use the most relevant data
- The application of a range and statistical methods, algorithms and analytics tools to derive insights from the data
- Lean, Six Sigma and other Process and Business Change skills to understand at depth how the insights will be used by the operations and business user
- Ability to package the analytics insights in a way which they are easily consumable by the users
- Ability to track and monitor the performance of the analytics over time to adjust and continually review and refine so that the most value possible is delivered

The Accenture Analytics Journey to High Performance:

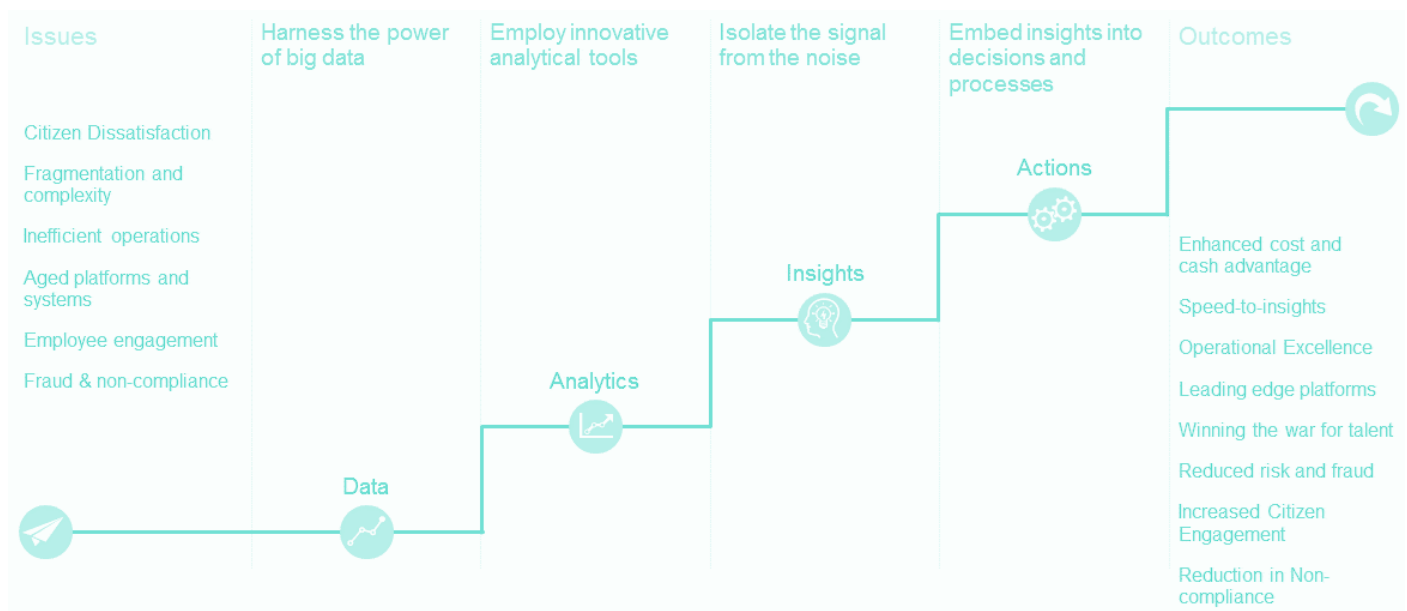


Figure 2: Accenture Analytics Journey

3.0 Assets & Tools

The Accenture Insights Platform (AIP+) offers an end-to-end analytics solution that consists of a pre-configured and integrated technology stack that is tailorable, fast, scalable and deployment ready. It is primarily a cloud-based platform offering (however an on-premise version is also available if required) which rapidly enables analytics environments and provides a powerful tool set in a comprehensive data integration platform. Custom built or off-the-shelf applications can be added on top of the platform to enhance insight into data.

The picture below provides an end-to-end overview of AIP+

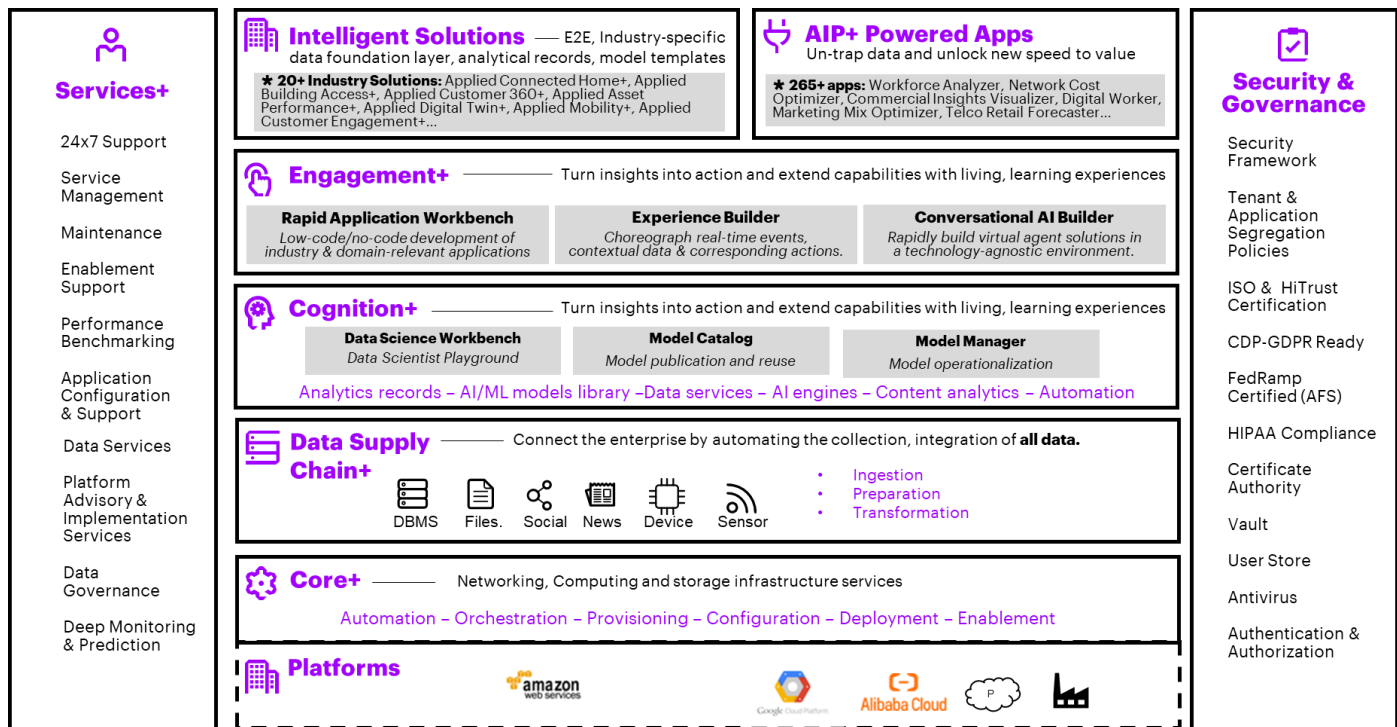


Figure 3: AIP+

The AIP+ Integrated and Modular Core Platform Architecture includes:

- **Analytics Application, Design, Build & Run** - An integrated environment enabling the rapid development of business applications powered by analytics
- **Visualisation** - Best of breed self-service BI and geo-spatial visualisation
- **Analytics** - Building blocks for modelling and processing analytics applications and artificial intelligence
- **Storage** - Cloud architecture and other validated storage
- **Data Ingestion** - Integrates data preparation and extraction tools
- **Security** – AIP+ can be custom built to provide a secure cloud-based platform that meets the needs of multiple public sector agencies and their respective security requirements that can be both national and international in nature
- **Access** – AIP+ can be configured to enable the access, identification and management of multiple types of users

AIP+ provides access to a growing library of applications and industry solutions for immediate use or starting points for new development. Analytical Applications built on AIP+'s Accenture Analytics Design Studio integrate with your workflow. Examples include:

Asset	Description
Customer and Marketing Analytics	Supporting the migration and direction of people to correct government services. Generating insight to drive the 'next best' action with customers
Sales and Customer Service Analytics	Improving public service to customers by addressing a range of services such as service workforce performance and predictive demand planning
Operations Analytics	Enabling operational and lean efficiencies in Government Services such as backlog reduction, workload optimisation and facilitating great automation
Fraud, Risk and Compliance Analytics	Supporting the Public Sector to tackle their compliance gaps, preventing fraud and non-compliance that threaten government's bottom line
Finance and Enterprise Performance Analytics	Increasing public sector effectiveness through Enterprise Analytics Diagnostics and analytics costs saving tools in areas such as procurement and spending
Human Capital Analytics	Analytics targeting public sector performances from leadership, talent, culture and organisation
Health and Public Sector Functional Assets	Using deep analytic capabilities with expansive clinical and operational experience to enable data-driven Health, Policing insights and improvements in Tax, Customers and Welfare agencies

Figure 4: AIP+ Analytical Applications

The asset collection includes several Health and Public Sector Apps. For example: **Insolvency Predictive Analytics to Support Collections** - Overcoming legacy case management challenges through a specialist collections analytics integration APP

- Assess collections performance
- Complete “what if” analysis on new strategies
- Schedule champion challenger campaigns
- Optimise collections strategy
- Allocate cases to agents
- Work the cases

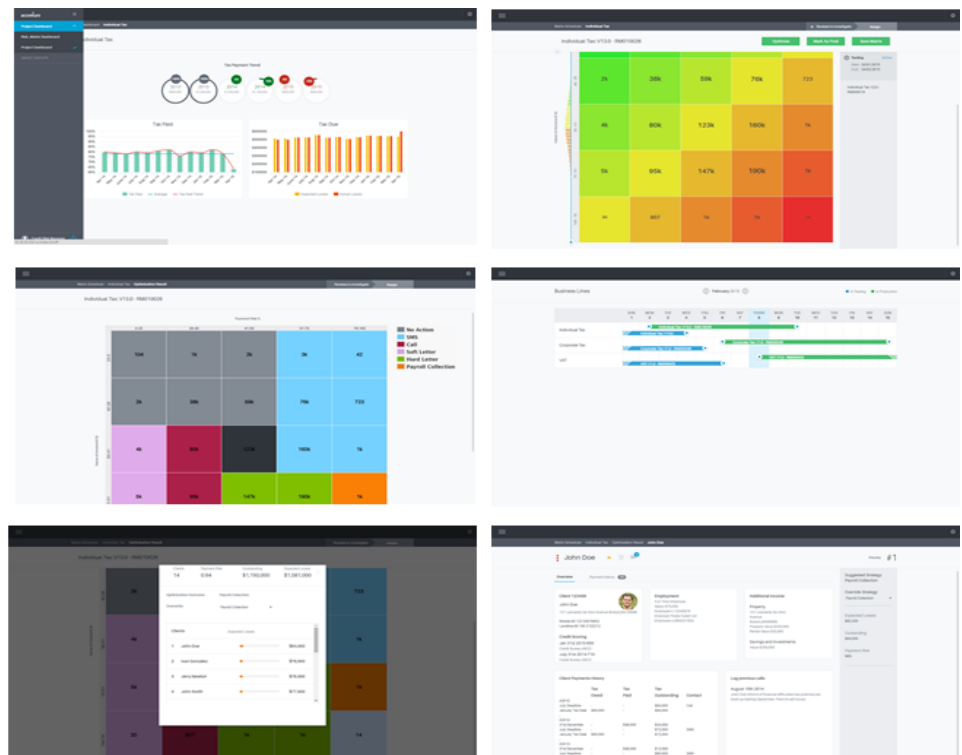


Figure 5: Insolvency Predictive Analytics to Support Collections

Expected Outcomes

AIP+ offers a simple turnkey solution that allows organisations to transition to an Insight-Driven Culture, making decisions based on real-time insight. We help our Clients get actionable outcomes and business insights quickly and efficiently, making data more accessible to their users.

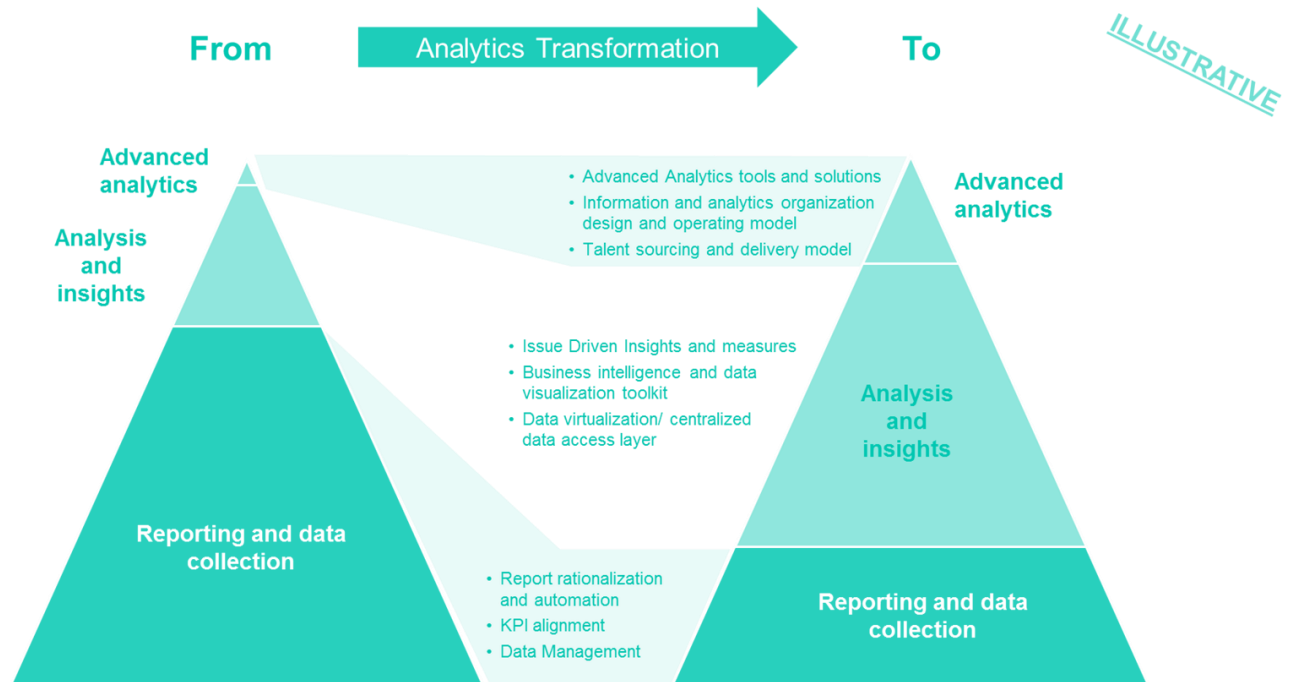


Figure 6: AIP+

The Accenture Insights Platform focuses on providing valuable outcomes and impact to our clients:

- Improving revenue and yield and minimising incorrect payments
- Identifying the next best actions to take, for example to drive improved health in citizens
- Reducing the cost of health and public services operations by providing insight and decision support
- Supporting policing and public safety agencies in predicting, preventing and investigating crime or broader and sensitive security issues

The flexibility of our services allows us to work with our clients to:

- Identify the appropriate analytics to drive outcomes that matter
- Identify the appropriate analytical tools and technologies to support outcomes and embed into the client's operating model
- Develop advanced analytics capabilities to outperform in these fast-changing times
- Build the appropriate analytic talent, skills and acumen
- Deliver these as an ongoing service to our clients

4.0 Pricing

Please refer to the associated pricing document/ rate card relevant for this service.

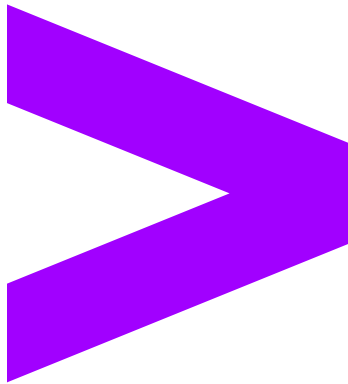
5.0 **Contacts**

Email: UK.TenderMonitoring@accenture.com

Telephone: +44 (0) 20 7844 4444

6.0 About Accenture

Accenture is a leading global professional services company that helps the world's leading businesses, governments and other organisations build their digital core, optimise their operations, accelerate revenue growth and enhance citizen services—creating tangible value at speed and scale. We are a talent- and innovation-led company with approximately 799,420 people serving clients in more than 120 countries. Technology is at the core of change today, and we are one of the world's leaders in helping drive that change, with strong ecosystem relationships. We combine our strength in technology and leadership in cloud, data and AI with unmatched industry experience, functional expertise and global delivery capability. We are uniquely able to deliver tangible outcomes because of our broad range of services, solutions and assets across Strategy & Consulting, Technology, Operations, Industry X and Song. These capabilities, together with our culture of shared success and commitment to creating 360° value, enable us to help our clients reinvent and build trusted, lasting relationships. We measure our success by the 360° value we create for our clients, each other, our shareholders, partners and communities



Copyright © 2026 Accenture
All rights reserved.
Accenture and its logo are trademarks of Accenture.